

Sports Marketing 5.2
Sports Promotion & Projects

Event & Sport Promotion

Promotion Plan Elements

- Advertising
 - Newspaper, TV, Radio, Internet, Outdoor, Transit
- Sales Promotion
 - Sales Force/Retailer Promotions
 - Special Offers/ Coupons
- Public Relations
 - Special Interest/Co-Promotions
- Sponsorship
 - Special Event Sponsorship, Exposure @ Event
- Personal Selling
 - Sales Force/Retailer Promotions

Sports Marketing Promotion

Promote The sport

Promote the event

- Inform of events
- Persuade to Attend

Remind of details:

- When, What, Where, Who,...
- Benefits of sponsorship
- Return On Investment...



Promotion Mix for Sports Event

Combination of promotional efforts for a team/sports property

Aimed at promoting an event

Utilizes several different types of promotions & Media

Takes Place over time

- utilizes an ad schedule

Evaluated at several different stages



Sponsor's Promotion Mix

The combination of:

- Advertising
- Personal Selling
- Sponsorships
- Public Relations
- Sales Promotions

Focused on the sponsor at one/related events

COMPETE
Congrats, Mike Rennie
2003 King of the Drill

WIN
Register-To-Win a 1 of 5
New DC500 2 Gallon
Cordless or Corded
Wet/Dry Vac
CLICK HERE TO WIN

REDEEM
**BUY DEWALT
EARN REWARDS**
WINSTON CUP TICKETS
5,000 Points
**DAYTONA
INTERNATIONAL SPEEDWAY**
CLICK HERE TO REDEEM

CONGRATULATIONS
NASCAR
Winston Cup
CHAMPION
17 MATT KENSETH
EXCLUSIVE MATT KENSETH
CHAMPIONSHIP GEAR
CLICK HERE

Teachers...

Development of Promotion Mix

Promotion project suggestions:

1. Find Examples of sports Advertising OR PROMOTION (optional)
2. Develop a promotion plan For an Event/Property
 - (required activity)

Teachers...

performance project overview

- Use performance competency “A”
 - “Develop a promotion plan for a sports property or event”
- On the following slides:
 - Overview of suggested elements
 - suggestions for each element
 - Suggested project emphasis & rubric
- Individual teachers can determine the scope/focus of student projects within the set “guidelines”

Teachers... Standard Five Projects

Promotion Plan Elements

1. TV – Storyboard

- minimum of 8 frames w/ script

2. Print – Newspaper print ad

- Color or b/w

3. Radio – Script

- 15, 30, or 60 second script

4. Outdoor

- Billboard or Transit Ad

5. Internet

- Web Site or banner ad

Teachers... Standard Five Projects

Promotion Plan Elements continued

6. Sales Promotion – sales force

- To be implemented by a retailer's sales people

7. Sales promotion - coupons

- To be honored by a retailer/sponsor

8. Public relations – cause marketing

- Special interest marketing effort
- Implemented within an event

9. sponsorships

- Event mktg w/ specialized exposure
- Title or signature sponsorship
- Naming rights, category sponsorship

Teachers...

Project suggestions & rubric

- Students should complete six (6) of the nine (9) elements
- Students may work independently or collaboratively
- Promotions should be unique and not violate copyrights
- School activities and fantasy teams may be the easiest to manage
- Emphasis should be placed on creativity and marketing value
 - As apposed to artwork &/or graphics
- Students should be able to implement the promotion plan
 - Although implementation is NOT required